18. Evaluate the advantages and challenges of different international pricing strategies.

19. 'Physical distribution includes some components for physically moving the goods from manufacturers to the customers.' Explain these components.

20. How do legal, cultural, and economic factors affect international advertising? Explain.

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NOVEMBER/DECEMBER 2025

GECM24B/DECM24B/DOCP25B — GLOBAL MARKETING

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is the scope of global marketing?

2. Give two examples of market surveys used in global marketing.

3. State two methods of identifying foreign markets.

4. Give two examples of strategic alliances.

5. Define transfer pricing in international business

6. Write the full form of FOB and CIF.

7. What is meant by channel constraints?

8. Name two types of foreign country middlemen.

9. What are the major promotional strategies adopted in international marketing?

10. Write about personal selling in international markets.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Describe the key stages in the international marketing research process.

Or

(b) Explain the importance of the socio-cultural environment in shaping marketing decisions.

12. (a) Compare joint ventures and strategic alliances with examples.

Or

(b) Explain the role of franchising in global business expansion.

13. (a) Discuss how companies adapt innovative products for international markets.

Or

(b) Analyse the significance of transfer pricing strategy for multinational corporations.

14. (a) How do market factors influence a company's choice of distribution channels?

Or

(b) State the factors determining the choice of channels of distribution.

15. (a) What challenges do companies face while formulating promotional strategies for international markets?

Or

(b) How does digital media impact international marketing communication?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Design a framework for conducting an international marketing research process for a new product launch.

17. Assess the role of direct investment in building long-term global competitiveness.